



## **Eternal Image Welcomes Author of "The Funeral Planner" to Club EI: The Eternal Image NFDA Trade Show Exhibit**

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Eternal Image, Inc. (OTC:ETIM.PK), a public company engaged in the design, manufacturing and marketing of brand image caskets and urns, today announced the special appearance of author Lynn Isenberg to the Eternal Image exhibit at the National Funeral Directors' Association convention and expo in Las Vegas.

Isenberg released her second novel, "The Funeral Planner" in October, 2005. The fictional story is based on a young female entrepreneur who brings life to a dead business by launching Lights Out Enterprises for personalized end of life celebrations. The narrative follows protagonist Maddy Banks as she faces the challenges of accepting love, trusting faith and learning the true meaning behind a celebrated life.

"I think Eternal Image and Lynn Isenberg make the perfect match," said Clint Mytych, CEO, Eternal Image. "The focus of her novel, "The Funeral Planner" reinforces our company's mission to personalize the funeral experience."

The inspiration for "The Funeral Planner" came to Isenberg during her own brother's funeral as a renowned singer sang a cappella. The story took shape inside Isenberg as she was dealing with the loss of her brother and father. Not only did Lynn produce a novel through her grief, she also brought the novel-inspired business to life at LightsOutEnterprises.com, an event planning and tribute film company for personalized celebrations.

"I am thrilled to join the Eternal Image team at this year's NFDA convention," said author Lynn Isenberg. "I think we make a great pair because of our intentions to become innovators in the funeral business. What better place to show off the latest and greatest to the funeral industry than at the NFDA convention and expo."

Isenberg will be signing copies of "The Funeral Planner" at the Eternal Image booth, #114 at the NFDA Convention in Las Vegas on October 8, 2007 from 3:00 to 4:30pm. On Tuesday, October 9, legendary baseball manager, Sparky Anderson will join Eternal Image for a meet-and-greet from 1:00 to 3:00pm. Attendees can have their picture taken with Sparky and try for their chance to win a signed baseball by donating to Anderson's children's charity, CATCH.

About Lynn Isenberg

Isenberg's book, "The Funeral Planner" is being turned into a one hour television series by Lifetime Television Network. Publisher Red Dress Ink is releasing a franchise series based on the continuing adventures of Maddy Banks. Her new novel-inspired site is TheTributeNetwork.com, an online network devoted to life celebrations videos in partnership with GoTribute.com.

#### About Eternal Image

Eternal Image, founded in 2002, is headquartered in Farmington Hills, MI. The company is the first and only manufacturer and marketer of licensed brand image funerary products. Currently, the company offers urns and caskets that feature licensed images from big name corporations. For more information about EI, visit [www.eternalimage.net](http://www.eternalimage.net) or call 1-888-6-CASKET.

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Statements in this press release relating to plans, strategies, economic performance and trends, projections of results of specific activities or investments, and other statements that are not descriptions of historical facts may be forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934.

Forward-looking information is inherently subject to risks and uncertainties, and actual results could differ materially from those currently anticipated due to a number of factors, which include but are not limited to, risk factors inherent in doing business. Forward-looking statements may be identified by terms such as "may," "will," "should," "could," "expects," "plans," "intends," "anticipates," "believes," "estimates," "predicts," "forecasts," "potential," or "continue," or similar terms or the negative of these terms. Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee future results, levels of activity, performance or achievements. The company has no obligation to update these forward-looking statements. Contact Information: Eternal Image, Inc. Investor Relations Contact: Cambridge Investor Relations Tony Fazio, 781-214-9038 or Media Relations: a.s.a.p.r. Robbie Tarpley Raffish, 410-883-2000

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